

Since its establishment in Kitchener in August, 1928, under the name of Kiss Beverages Limited, the company's growth has been tremendous. Starting with a capital of \$1500.00, two brothers, V. H. and C. P. Mason, conceived the idea of making a new non-carbonated beverage. The capacity of their tiny plant was just 8 cases an hour, and one truck could handle all their deliveries. But their new beverage, which is known as Fruitie, gained instant popularity. Their production of all beverages for the first year was 32 000 cases, and for the next year 122,000. At the beginning of the present year the company was re-organized, and the plant removed from Kitchener to Preston, where a building of ample capacity was secured.

Visitors to the company's plant marvel at the working of the great machines that perform the various processes in connection with the bottling of the beverages. All the equipment is of the latest design, procurable, and the plant is one of the largest and most modern of its kind in Canada. One machine thoroughly washes and sterilizes the bottles, which are carried on an automatic conveyer to another machine. Here they are automatically filled from a hose connected with a tank in a room above, and capped. All that remains to do is to place them in cases, which is done by hand. The plant can bottle 175 cases of 24 bottles each an hour. Twelve trucks are required to make deliveries, and the company has branches in Brantford, Guelph, Hamilton, Kitchener and Galt.